

Chris Menkel 4/22/98 "NATA BOY MEETING"

- BPE: Systems to "clean up" & add new functions on menu
- EXTRA SKU's column - clarify w/ Fitz on use of this column.

wcm007/cod
4/21/98

National Pack Promotion Execution Process

- Review the Workplan from Winston-Salem (Workplan Logistics) for all promotion details. Information available through Function C40 as well.

(BPE)

FOR FIELD USE

Pull Stubs from:

N34

N82

- All promotion execution begins 12 weeks prior to DTS with the execution model available. (Execution model developed from the STUB.)

- Compare allocations to total SKUs used in the execution model to determine shortage or excess SKUs that need to be executed.

CHANGES

N34/N82

- ROU prints the new N8A Stub/Execution Exception Report or the total model for review by Field Sales.
- ROU receives the changes to accounts and updates both the promotion and the long-term STUB quantities.
- The excess quantities or shortage of quantity are also handled with the RBM for proper placement.
- Winston-Salem generates templates for direct account execution of the promotion.

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National Pack Promotion Execution Process

- ROU transfers product and material between regions to match the direct account templates.
- ROU prepares packet of information for each direct account that includes payment information, Product UPC information, PO number, retail account list for shipment, etc.
- ROU orders the product through Customer Service and materials with SMS for delivery to the direct account.
- ROU sends the packet of information to the direct account for execution of the promotion.
- Account Manager verifies the delivery of promotion from direct account and sends invoice to the ROU for payment.
- ROU posts the activity into BPE. *T14/T19: Post Templates only // Posting still not working properly*
- ROU works any residual quantity of promotion through the RBM for proper execution.

Workplan Logistics
Program Contact: Lori O'Connor, #3019

I. Selling/Execution Detail

Month: July

Promotion: WINSTON \$1.00 off 2 Packs

Promotion #: 800750

Pre-Sleeved: No

Item #: 542810

Segment: Partner Pack Outlets

SKU Quantity: 20

Placement/MSA Reporting: WIN JUL \$1 / 2 PKS

Reporting Dates: 7/6/98 - 8/28/98

Promotion Details: 1) Promotion Description: WINSTON \$1.00 off 2 packs, packs have black and white .50¢ off tear tape. Direct account will be required to insert product into promotional sleeves. Display holds: 2 cartons LT 85 Box, 1 carton UL 85 Box, 1 carton FF 85 Box. Brand mix per display: 10 offers LT 85 Box, 5 offers UL 85 Box, 5 offers FF 85 Box. (WAM accounts will participate in this promotion.)
2) Materials Description: Display/POS kit, includes preassembled counter display, POS Card, 20 sleeves.
3) Recommended Displays: in SKU
4) Special Instructions: If Field requires a special removable 50¢ VPR for retailer accounting purposes, order #545045 (500/SKU).

Pricing Details: - Invoice Description: WIN JUL \$1/2 PKS
- Pricing: Reduced list price
- Terms: Standard 3.25% .5% EFT
- Additional Allowance: NA

Promotional Packaging UPC: 12300-24689

Product UPC: 25380 - WINSTON LIGHT BOX

25381 - WINSTON ULTRA LIGHT BOX

25379 - WINSTON BOX

VAP Payment Per 6M Case: 1) Pack Only: \$9.50 per promoted 6M case (\$1.27 per SKU of 20).

2) Pack and Ship: \$14 per promoted 6M case (\$1.87 per SKU of 20).

II. Promotion Timing

Allocations Available: 3/30/98

- 11 weeks Execution Model Available: 4/20/98

- 11-9 weeks Allocation Adjustments to Model: 4/20/98 - 5/8/98

- 8 weeks Templates Available: 5/11/98

Valued-Added Transfer Deadline: 5/15/98

- 7 weeks First Order Date: 5/18/98

- 4 weeks First Delivery Date to Direct Accounts: 6/8/98

0 weeks VAP/Delivery Date to Retail Accounts: 7/6/98

Last Delivery Date to Direct Accounts: 7/17/98

Roll Remaining Allocations to National/Clean-Up: 7/20/98 - 7/24/98

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